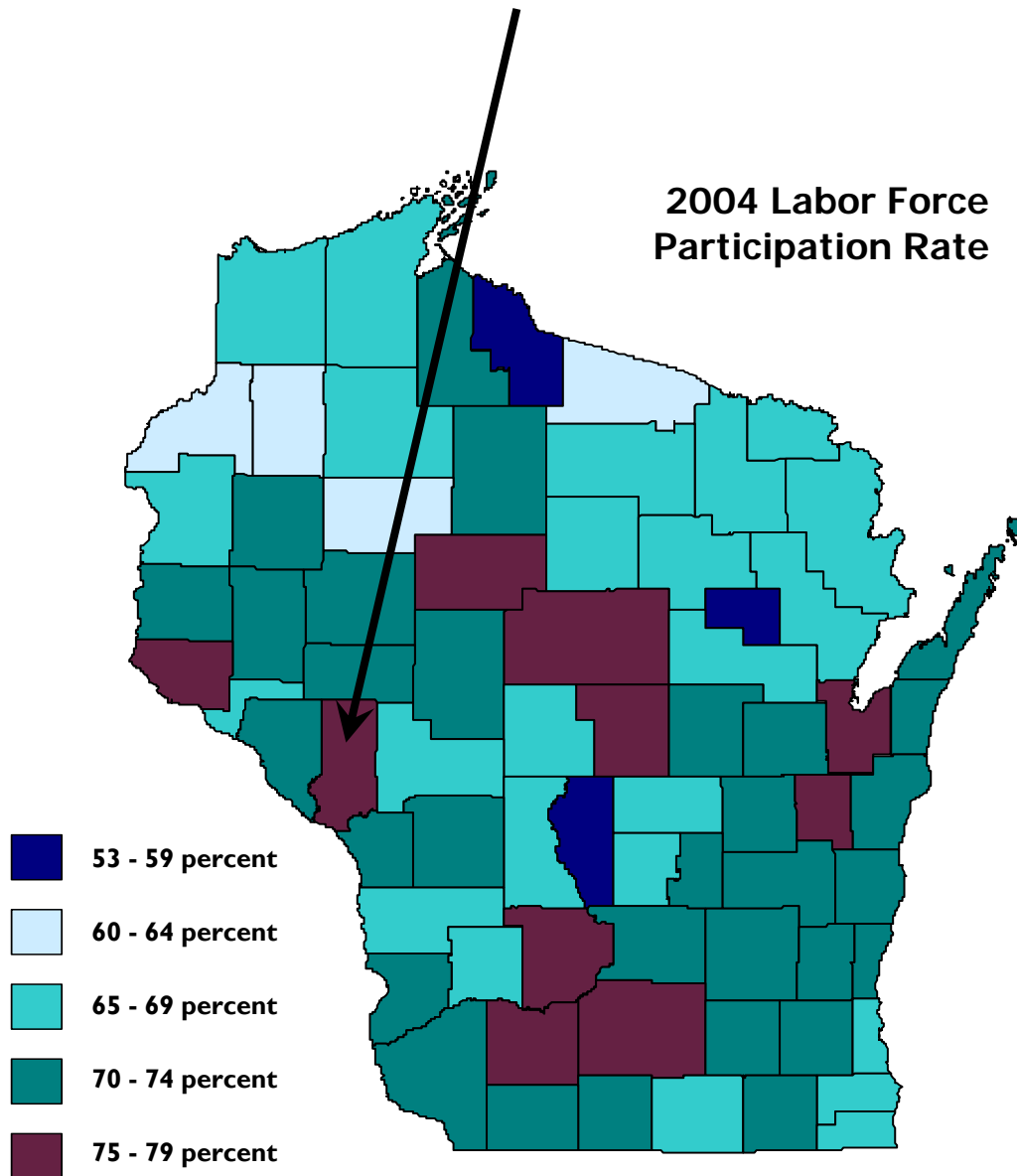


Trempealeau County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

Regional contact:
Bill Brockmiller
Office of Economic Advisor
402 8th St.
La Crosse, WI 53601
608.242.4885
William.Brockmiller@dwd.state.wi.us



State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

December 2005

OEA-10645-P

County Population and Labor Force

The rate of increase of Trempealeau County's population was slower than both the state and nation between 2000 and 2005. Since 2000, the county has grown by 965 residents. Population projections for the period 2000 to 2020 indicate that the county will increase about two thirds the rate of the state and about half the national rate. The overall growth rate for the county between 2000 through 2020 is projected to be 9.6 percent, compared to 13.9 percent for the state and 19.3 percent for the nation.

The percent of the population aged 16 years and over that is currently in the labor force is 74.2 percent. This is well above both the statewide average of 70.8 percent and the nation's participation rate of 65.4 percent. A high participation rate indicates that a high portion of its population over age 16 is currently attached to the labor force.

The high participation rate for the county is interesting based on the demographics of the county. The county has lower percentages of its labor force aged population under age 60 than the state and nation. However, it has a higher percentage of work force aged workers aged 60 and above than the state and nation. This is the age that workers are either retired or near retirement. The high participation may be a result of the high percentage of jobs in the manufacturing sector that has remained quite stable.

The make-up of the county's population by age group may have some impact on the future of the county and economic

Population and Labor Force

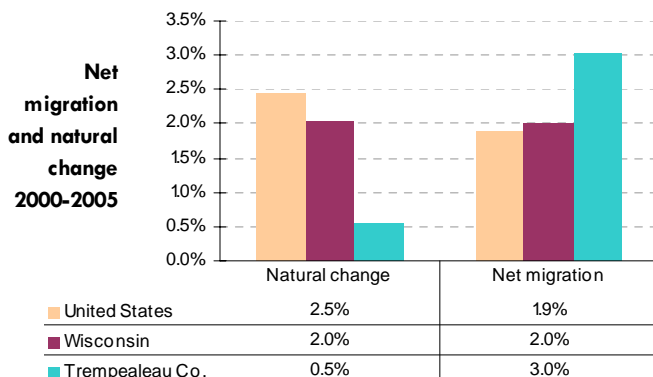
	United States	Wisconsin	Trempealeau County
Total population in 2000	281,424,602	5,363,715	27,010
Population est. Jan. 1, 2005	295,160,302	5,580,757	27,975
Change	13,735,700	217,042	965
% change	4.9%	4.0%	3.6%
2005 Labor force population*	224,837,000	4,339,938	21,744
Share of total population	76.2%	78%	77.7%
Labor force	147,125,000	3,071,179	16,138
Labor force participation rate	65.4%	70.8%	74.2%
2005 Population 16 yrs. & over	228,621,674	4,417,313	22,339
16-24 yrs old	37,489,370	743,764	3,409
Share of population 16+ yrs	16.4%	16.8%	15.3%
25-59 yrs old	142,248,896	2,708,865	13,082
Share of population 16+ yrs	62.2%	61.3%	58.6%
60 yrs and older	48,883,408	964,684	5,848
Share of population 16+ yrs	21.4%	21.8%	26.2%
Projected population: 2020	335,804,546	6,110,878	29,612
Population 16 yrs. & over	264,085,104	4,869,573	23,979
16-24 yrs old	37,918,865	681,586	2,734
Share of population 16+ yrs	14.4%	14.0%	11.4%
25-59 yrs old	150,678,402	2,756,884	13,529
Share of population 16+ yrs	57.1%	56.6%	56.4%
60 yrs and older	75,487,837	1,431,103	7,716
Share of population 16+ yrs	28.6%	29.4%	32.2%

* civilian population 16 yrs. and older not in an institution

Five largest municipalities in Trempealeau County

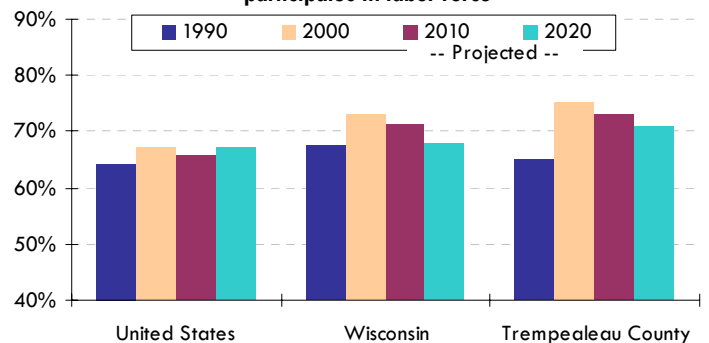
	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Trempealeau County	27,010	27,975	965	3.6%
Arcadia, City	2,402	2,383	-19	-0.8%
Trempealeau, Town	1,618	1,738	120	7.4%
Osseo, City	1,669	1,681	12	0.7%
Whitehall, City	1,651	1,659	8	0.5%
Arcadia, Town	1,555	1,643	88	5.7%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

development in the area. The percentage of the population in the groups between 16 and 59 years is well below the state and nation, while those over age 60 is above the state and national average. Workers in this age group are generally at or near retirement, possibly limiting future labor force and economic growth in the county.

Revised Labor Force

The county's labor force had its largest increase of workers between 1999 and 2000 when it added 1,201 workers. The cause of this large increase may be due to the last year of a national economic expansion and the 2000 Census. Labor force estimates are in part based on the most recent census. With the completion of the latest census there was a change in estimating process, creating a break in the data.

The county's unemployment rate reached a low point in 2000 at 3.9 percent. During the last fifteen years, the county's unemployment rate has remained above the statewide average.

The unemployment rate for the county increased with the onset of the recession in 2001. Although the recession also ended in 2001, the unemployment rate continued to rise through 2003 when it reached 5.7 percent. Since that time, the number of unemployed and the rate have declined.

Currently the labor force for the county is at 16,138. The unemployment rate has moderated during the last year and the number of workers estimated to be unemployed has dropped below the long term average of 812.

Trempealeau County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	13,419	12,565	854	6.4%
1991	13,373	12,328	1,045	7.8%
1992	13,553	12,395	1,158	8.5%
1993	13,688	12,728	960	7.0%
1994	14,127	13,220	907	6.4%
1995	14,362	13,598	764	5.3%
1996	14,717	13,998	719	4.9%
1997	14,670	13,942	728	5.0%
1998	14,535	13,928	607	4.2%
1999	14,255	13,721	534	3.7%
2000	15,456	14,857	599	3.9%
2001	15,811	15,027	784	5.0%
2002	15,879	15,021	858	5.4%
2003	15,958	15,049	909	5.7%
2004	16,138	15,384	754	4.7%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

The focus of this analysis to this point has been on quantitative changes in Trempealeau County's population and labor force. At this point we move to information on the quality of the county's labor force in comparison with the state and nation by age and gender.

Among the ways which experts measure the overall quality

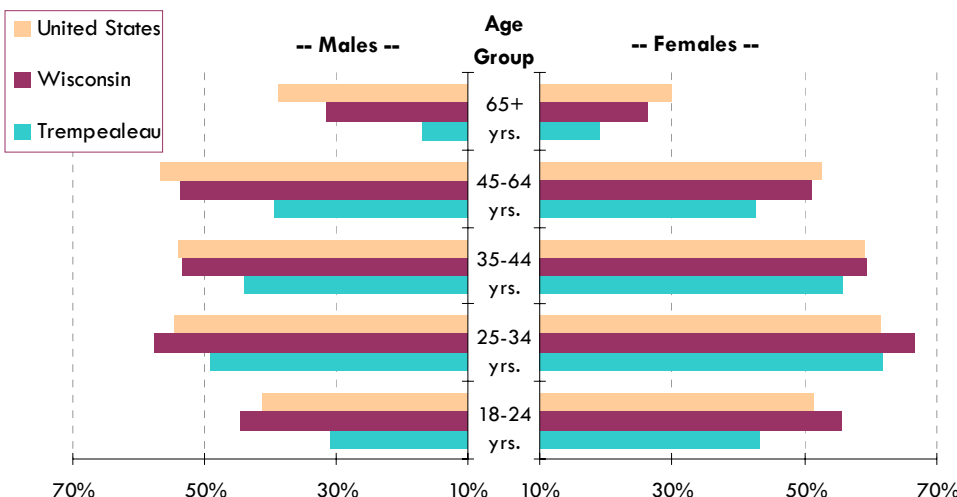
of a region's skilled workforce is through an analysis of the level of education attainment among the population. An example of this analysis is depicted in the graph below. In reviewing this data, a number of significant trends are apparent.

The county is surpassed by the state and national averages on the level of post-secondary education (measured as attendance

at either a technical or community college and/or four-year college or university) at each of the five age levels. This may be a reflection of employment opportunities in the county. Over 40 percent of the jobs in the county are in the manufacturing sector and most of these jobs do not require post-secondary education.

The percentage of females in the county with post-secondary education exceed males in every age group. This is slightly different than state and national trends where the percentage of females with post-secondary education only exceeds that of males in the youngest three age groups.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Average wages in Trempealeau County were at 86 percent of the state-wide average in 2004 and average wages in all but one of the county's industry sectors were below the state average wages. The average wage in the other services industry 131.1 percent of the statewide. The highest paying industry in the county is manufacturing at \$38,081. Information was second highest at \$30,417.

Manufacturing is the most important industry group in the county not just because it has the highest average annual wage, but because it provides 40 percent of all of the jobs in the county. Overall, over 50 percent of all of the wages paid to workers in the county come from manufacturing. It is also one of the few industry sectors where the percentage of the county's wages exceeds the percentage of jobs in the county. The industry paid out three times as much in wages as the next closest industry sector, education and health.

During 2004, county employers added 239 jobs. The majority of these new jobs occurred in the manufacturing sector. Other industries with large increases were education and health with 48 new jobs and professional and business services which added 36 jobs. Three industries had decreases in employment in 2004. They were other services, natural resources

Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage		Percent of	1-year
	Wisconsin	Trempealeau County	Wisconsin	% change
All Industries	\$ 34,749	\$ 29,892	86.0%	8.2%
Natural resources	\$ 27,399	\$ 18,980	69.3%	5.6%
Construction	\$ 41,258	\$ 27,671	67.1%	3.8%
Manufacturing	\$ 44,145	\$ 38,081	86.3%	11.5%
Trade, Transportation, Utilities	\$ 30,088	\$ 26,532	88.2%	6.1%
Information	\$ 41,759	\$ 30,417	72.8%	-13.7%
Financial activities	\$ 45,103	\$ 29,868	66.2%	1.9%
Professional & Business Services	\$ 39,580	\$ 25,262	63.8%	1.2%
Education & Health	\$ 36,408	\$ 25,875	71.1%	6.3%
Leisure & Hospitality	\$ 12,295	\$ 8,243	67.0%	2.2%
Other services	\$ 20,207	\$ 26,496	131.1%	14.9%
Public Administration	\$ 36,347	\$ 24,824	68.3%	1.2%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

and information.

The positive ratio of jobs to wages that occurs in manufacturing is reversed in industries such as leisure and hospitality which provides 6.2 percent of the county's jobs (761), but only 1.7 percent of the county's wages. The lower ratio in this industry is often related to a higher percentage of part-time and seasonal jobs. Nevertheless, leisure and hospitality is an important part of the county's economy. During 2004 the Wisconsin Department of Tourism estimated that nearly \$38.2 million tourism dollars were spent in Trempealeau County.

2004 employment and wage distribution by industry in Trempealeau County

	Employment		Total payroll	
	Annual average	1-year change		
Natural Resources	128	-16	\$ 2,429,382	
Construction	357	19	\$ 9,878,686	
Manufacturing	4,942	156	\$ 188,197,543	
Trade, Transportation, Utilities	2,008	37	\$ 53,276,496	
Information	164	-10	\$ 4,988,396	
Financial Activities	422	2	\$ 12,604,225	
Professional & Business Services	471	36	\$ 11,898,172	
Education & Health	2,398	48	\$ 62,047,181	
Leisure & Hospitality	761	1	\$ 6,273,213	
Other services	161	-50	\$ 4,265,874	
Public Administration	547	16	\$ 13,578,702	
Not assigned	0	0	\$ 0	
All Industries	12,359	239	\$ 369,437,870	

Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Private-sector Employers in Trempealeau County

Establishment	Product or Service	Size (Dec. 2004)
Ashley Furniture Industries Inc	Mattress mfg.	1000+ employees
JFC Inc.	Poultry processing	250-499 employees
Ashley Distribution Services Ltd	Gen. freight trucking, long-dist, truckload	250-499 employees
Kelsey Hayes Co	All other plastics product mfg.	250-499 employees
Tri-County Memorial Hospital Inc	Gen. medical & surgical hospitals	100-249 employees
Global Finishings Solutions LLC	Sheet metal work mfg.	100-249 employees
Osseo Medical Center Inc-Mayo Health	Gen. medical & surgical hospitals	100-249 employees
Northern Engraving Corp	All other plastics product mfg.	100-249 employees
Franciscan Skemp Medical Center Inc	Offices of physicians, except mental health	100-249 employees
Whitehall Specialties Inc	Cheese mfg.	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Trempealeau County

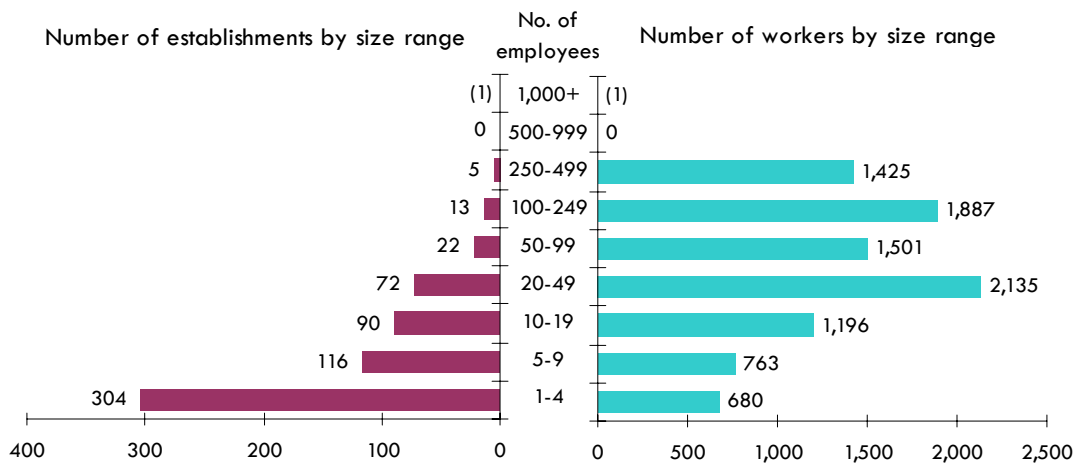
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Furniture and related product mfg	*	*	not avail.	not avail.
Educational services	9	1,147	26	67
Food manufacturing	13	844	60	-15
Nursing and residential care facilities	5	600	16	41
Food services and drinking places	55	596	51	27
Truck transportation	25	483	32	67
Plastics & rubber products manufacturing	5	441	27	not avail.
Hospitals	3	403	16	-5
Machinery manufacturing	8	363	37	-41
Executive, legislative, & gen government	27	346	-5	24

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Trempealeau County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

On page three it was noted that manufacturing had the largest share of workers. The tables on this page show that the companies and sub-sectors in these groups also show up in the ten largest employers and industries. There are six employers in the top ten employers from manufacturing. The county's largest employer, Ashley Furniture, is over twice as large as the next employer in the list. The size of this single employer also places its industry sub-sector as the largest in the county.

Only private employers are listed in the largest employer list, if it had included all employers, several school districts and the county government would have been included. This is reflected in the top ten industry list which includes both educational services and executive, legislative and general government. Educational services includes both private and public schools.

The graph on the bottom of this page indicates that the majority of the county's employers are small with fewer than 20 employees (82.1 percent), however, they provide 27.5 percent of the county's jobs. Conversely, employers with 50 or more workers make up only 2.7 percent of the employer base. However, these employers provide 34.5 percent of the jobs in the county.

Per Capita Personal Income

One other aspect of looking at the local economy is the per capita personal income (PCPI) in the county. Because the income is derived from all sources, it tells more than just what wages or types of jobs are available. The latest PCPI available is for the year 2003 when PCPI in Trempealeau County was \$25,242. The county's PCPI ranks 40th among the state's 72 counties. The county ranked 22nd in its five-year growth rate. PCPI in the county was \$5,443 below the state, and \$6,230 below the nation.

PCPI is defined as total personal income divided by the total population. The majority of total personal income, though not exclusive to this list, is made up of wage and salary earnings, dividends from holdings, accrued interest, rental property income, retirement benefits, social security and other government transfer payments.

The largest portion of PCPI is from net earnings. The lower PCPI in the county is a reflection of the lower average wages compared to the state, similar to many rural counties where wages are generally lower than in urban areas.

Net earnings make up 67.9 percent of total income in Trempealeau County. This is just slightly less than in the state where net earnings are 69.9 percent of total income. Total income in the county also includes income from dividends, interest, and rental property (13 percent), and transfer payments (19.1 percent).

The share of income from transfer payments, which is chiefly Social Security and Medicare payments, was well above the state average of 14 percent. This is a reflection of the county's population which is older than the state and nation. Based on current population estimates the county's

population aged 60 years and above, Trempealeau County has a five percent greater portion of the population in this age bracket. Off-setting this is a substantial difference in the portion of income coming from dividends. While the county receives 13 percent from this source, the state averages 16.2 percent.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005